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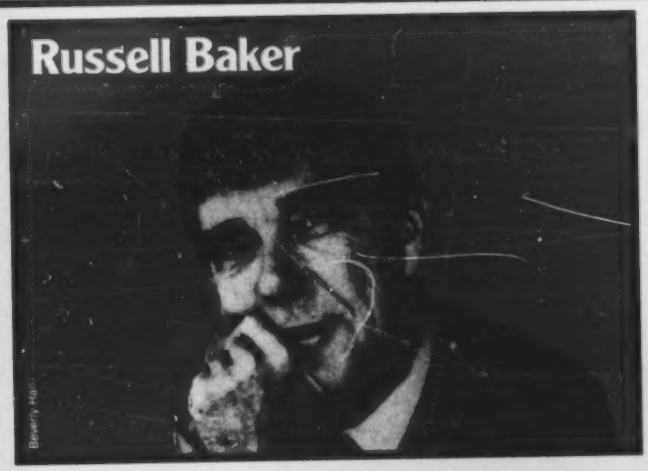
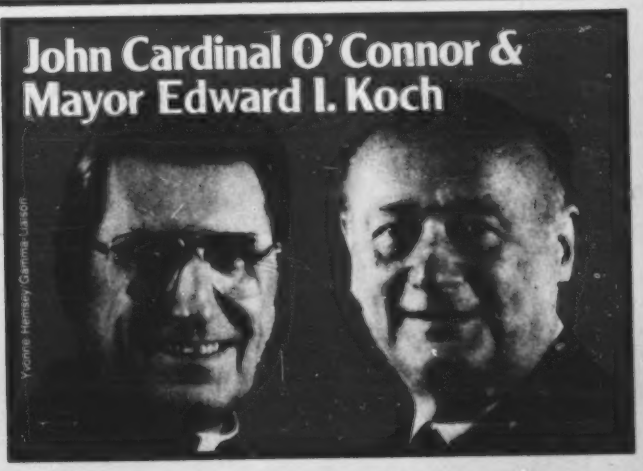
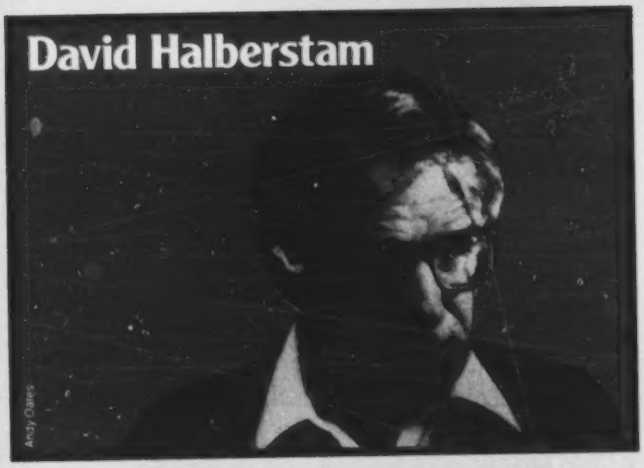
The Crowded World of Travel Books
What's New in Guides, Maps & Atlases
Whole Language: Booksellers & the Schools

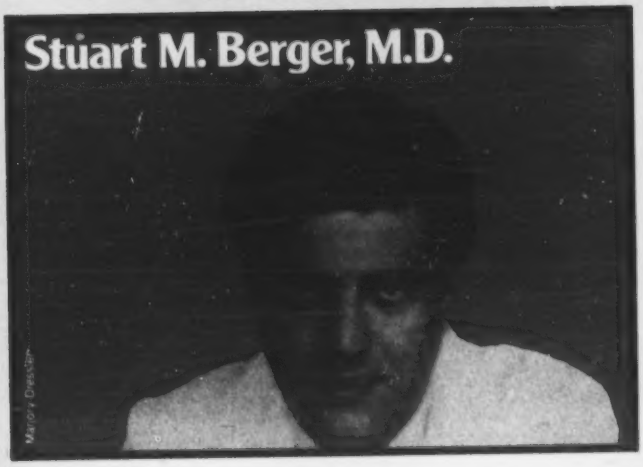
Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING JANUARY 20, 1989 $2.50

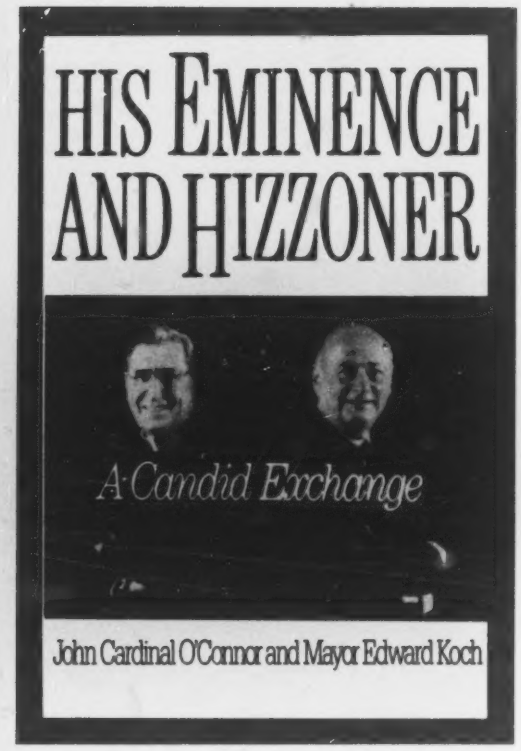








WILLIAM MORROW



Here is that rarest of collaborations, an honest revelation of how two key figures view the central issues of the life of one of the world's major cities and how they work to address them. Each of these men has a quite different personality; each a very different faith and background. But in their struggle to grapple with such pressing issues as education, housing, health care, racism, AIDS, gay rights, and abortion, their efforts make for a frank and thoughtful exchange. In alternating chapters in which the cardinal and the mayor address these topics, HIS EMINENCE AND HIZZONER takes an important and eloquent step toward that end.

All authors' royalties and the publisher's profits from the sale of HIS EMINENCE AND HIZZONER will be donated to programs and charities of the Archdiocese and to agencies and nonprofit organizations of the city of New York.

● 100,000 First Printing ● National Coop
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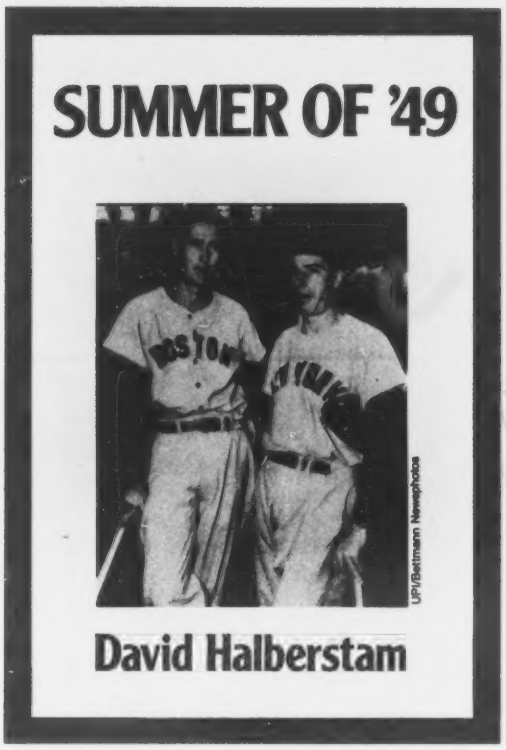

The Pulitzer Prize-winning author of many best-sellers, including most recently THE RECKONING and THE AMATEURS, brilliantly recreates one of the fiercest rivalries in the history of baseball: the 1949 battle between the New York Yankees and the Boston Red Sox. Such legendary players as Joe DiMaggio, Ted Williams, Yogi Berra, and Ellis Kinder come to life as Halberstam retraces the dramatic pennant race that culminated in one final, deciding October game at Yankee Stadium. While foreshadowing the forces that were about to transform the sport and the country (television, commercial exploitation, and the opening of opportunities to blacks), SUMMER OF '49 nostalgically evokes the national pastime as played in an earlier, more innocent era.

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● ISBN 0-688-06678-X

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ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

JANUARY 20, 1989

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THE GALLUP SURVEY

BY LEONARD WOOD

Buying Travel Books and Atlases

Time was when quickly traveling 'round the world was a feat achievable only by Phileas Fogg, but with the advent of such rapid transportation methods as the SST, globe-trotting has become commonplace. Today, with the aid of travel books, maps and atlases, readers can figuratively circumnavigate the globe in far less than 80 days.

To determine the extent of ownership of such travel aids, The Gallup Organization polled a nationally representative sample of adults, asking such questions as:

Do you own any type of atlas, that is, a book of detailed maps of various regions? or

Thinking of your last vacation or trip away from home, did you use a travel book of any kind to plan or guide your trip?

What we found was that ownership of atlases appears to be fairly widespread—roughly two in three Americans (68%) claim to have one. Use of travel books, on the other hand, is less common—only one in three respondents (32%) used one to plan their last vacation (Table 1.)

Certain demographic groups were more likely than their counterparts to report use or ownership of travel books or atlases—35–49 year olds, the college educated, those with annual household incomes of $30,000 or more, employed women and Midwesterners. Furthermore, compared to their counterparts, larger proportions of men, those age 25–49, and Westerners claimed to possess an atlas.

Perhaps because of their broader, more comprehensive focus, atlases tended to cost more than travel books. Respondents reported paying an average of $14.10 for their last atlas, compared to $10.60 for their last travel book.

As is also true for books in general, the most common source for atlases is the bookstore—28% mentioned getting their last atlas at a bookstore, but no more than one in 10 reported any other source. The only remaining outlets reported by at least one in 20 were supermarkets (7%), gas stations (6%), magazine orders (6%), and auto clubs (5%). Another seven percent received their last atlas as a gift, but smaller proportions patronized a drug store (2%), department store (3%), or mail-order house (4%) (Table 2).

The pattern for travel books was somewhat different. The largest proportion of travel book users, about one in four (24%), got the book from an auto club. One in six (17%) went to a bookstore, but no more than one in 10 cited any other source—gas station (9%), travel service/agent (9%), received as a gift (9%), or department store (2%).

And where did travel book users go on vacation? Domestic destinations (75%) were more popular than foreign ports (23%) by a margin of three to one. The southeast region of the U.S. (22%) was the vacation spot for which travel books were most commonly used, with Florida (11%) being the most researched destination within the region (Table 3). □

TABLE 1

	Own an Atlas %	Used a Travel Book %
All Adults	68	32
Sex		
Male	73	31
Female	62	32
Age		
18-24 years	60	28
25-34 years	73	28
35-49 years	79	42
50 and older	57	28
Education		
College	81	40
High School graduate	63	30
Non-High School graduate	45	14
Annual Household Income		
$30,000 and over	80	44
$20,000-$29,999	73	20
Under $20,000	51	24
Women's Employment Status		
Employed	69	36
Not employed	54	26
Region		
East	66	27
Midwest	70	41
South	62	29
West	74	30

TABLE 2

Where did you buy your last atlas?

Where did you buy the travel book you used on your last trip away from home?

Where Purchased Last Atlas	%
Bookstore	28
Supermarket/Grocery store	7
Received as a gift	7
Gas station	6
Magazine order	6
Auto club	5
Mail	4
Department store	3
Drug store	2
Other	10

Where Purchased Last Travel Book	%
Auto club	24
Bookstore	17
Gas station	9
Travel service/agent	9
Received as a gift	9
Department store	2
Other	18

TABLE 3

Where did you go on your last vacation or trip away from home?

Those Who Used Travel Book	%
US (Net)	75
New England	2
Middle Atlantic states	13
East Central states	9
West Central states	4
Southeast states	22
Southwest states	3
Rocky Mountain states	8
Pacific states	15
Foreign Country (Net)	23
Canada	5
Mexico	2
Bahamas	1
Other location	15

NOTE: Results based on 504 telephone interviews among a nationally representative sample of adults, age 18 and older, from November 28 to December 4, 1988.□

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SPRING ANNOUNCEMENTS

Publishers Weekly

A CAHNERS R. R. BOWKER PUBLICATION • THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING • JANUARY 27, 1989 $6.95

WHAT PUBLISHERS ARE OFFERING FOR SPRING

These issues of PW are still open for business, but closing soon.

March 3: Spring Religious Books

PW's semiannual special on religious publishing will cover: the work of publicists in religious publishing houses; the approach of Paulist Press; a new company that puts Christian books on audiocassettes – *plus* extensive listings of forthcoming religious books for both adults and children – strong, sales-building editorial backup for *your* new religious titles.

From Book Design & Manufacturing: *Mechanical Bindings* – what's new in the bindery as increasing mechanization advances into this critical area of book production.

March 3 Closing Dates: **February 3** for reservations and pub-set ads;
February 10 for camera-ready art and negatives.

The Publishing Marketplace appears in this issue.

March 10: Annual Summary & Statistics

One of the best read and longest-kept issues of the year, presenting figures on book production and prices for the previous year in many categories; the year's top hardcover sellers (with numbers of copies sold); biggest paperback sellers; *and* "The Red and the Black," reporting on books with high hopes that disappeared without a trace, and (where publishers will tell us) what went wrong. *Every* advertiser will get exceptional longevity and repeat exposure in this issue!

March 10 Closing Dates: **February 10** for reservations and pub-set ads;
February 17 for camera-ready art and negatives.

March 17: Calendars for 1990

In plenty of time for bookstore orders, here's the biggest listing of new calendars, their subjects, prices, and publishers, to appear anywhere. Be sure to showcase *your* 1990 calendar line in this issue!

From Book Design & Manufacturing: *Typesetting* – the newest developments, including electronic typesetting equipment. (If this is *your* benefit story for publishers, this issue is the place to promote it!)

March 17 Closing Dates: **February 17** for reservations and pub-set ads;
February 24 for camera-ready art and negatives.

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Muslim Extremists Harass Viking over Rushdie Novel

Three telephoned bomb threats and thousands of form letters have been received by Viking Penguin from Muslim extremists protesting the publication of Salman Rushdie's *The Satanic Verses*, which they regard as blasphemous.

The anonymous telephoned threats came from a man with a Middle Eastern accent who identified himself as being associated with the Nation of Islam. Both the New York City police and the FBI are actively investigating the calls and the letter campaign.

Rushdie's novel has been banned in India, Pakistan, South Africa, Egypt and other countries with large Muslim populations. It is the object of organized protest action in Britain [see story below].

The 50,000 first printing of the novel is now being shipped to retailers for the February 22 publication date.

A senior official of the Penguin Group said, "While we recognize the democratic right of people to peacefully represent their viewpoints, we've been dismayed as the publisher of this work of art, that we've been subjected implicitly and explicitly to threats to our staff and the security of our premises. The Islamic interests have some responsibility to respect the American traditions of freedom of the press and freedom of speech and to recognize that the publication of this novel is protected by law."

Protest in U.K.

Muslim demonstrations over a period of several months protesting Salman Rushdie's *The Satanic Verses* (Viking) culminated in the ritual burning of copies of the prize-winning title in Bradford, West Yorkshire, which has an extensive Muslim population. A 1000-strong rally in the city January 14 claimed the book was blasphemous.

Just before this event, the W. H. Smith retail chain decided, on police advice, to withdraw the title from display at its two Bradford branches, in order to help calm the situation. The books are still available to customers on request.

Although W. H. Smith has been widely criticized for its action, a number of other retailers, particularly in Northwestern England, have already withdrawn the book from their shelves as Muslim hostility has mounted and staff and premises may be endangered.

A march of 4000 people is planned to take place in London January 28. Although the police will not permit the marchers to enter the narrow street in which the Penguin Group offices are housed, four demonstrators will be allowed to present a petition to Viking editorial director Tony Lacy.

The book was the winner of the Whitbread Award for fiction in November. It is the favorite for the overall Whitbread Book of the Year award, due to be presented at a dinner January 24.

—VIVIENNE MENKES

Simon & Schuster Buys 1500 U.K. Children's Titles from Maxwell

Simon & Schuster, through its parent Gulf + Western, has acquired approximately 1500 United Kingdom children's titles from Maxwell Communication Corporation. Terms were not disclosed.

The list includes reference, classroom and fiction titles for children and young adults published under four imprints: Macdonald Children's Books, Macdonald Educational, Beehive and Purnell. The titles will become part of Simon & Schuster's International Group and will continue to be published under the existing imprints.

"This acquisition not only brings us one of the premier children's lists in the U.K., but it also expands the scope of our international operations, which include higher education and professional publishing," said Henry Hirschberg, president of the International Group.

Time-Life Books (Europe) to Acquire Children's Book Club

Time-Life Books (Europe) has agreed to purchase Books for Children, the British hardcover children's book club, from Independent Television Publications (U.K.). Financial terms were not disclosed.

Time-Life also announced that, following its successful debut in the United States and Germany, it will now launch a new children's series, A Child's First Library of Learning, in England early in 1989.

Joe Ward, president and chief executive officer of Time-Life (Europe), said, "Obtaining Books for Children is a natural fit for our own plans to grow in the children's market."

Books for Children was founded 10 years ago for ages preschool to early teens. The club is known for introducing new authors and illustrators and sponsors the annual Mother Goose Award for the most exciting newcomer to British children's illustrations. Some of its authors include Roald Dahl, Shirley Hughes and Janet and Allan Ahlberg.

AAP Sales Report for November

Category	% change, November	% change, YTD
Adult hardcover	-42.8	1.8
Adult paperback	18.7	20.2
Juvenile hardcover	22.3	14.9
Juvenile paperback	39.0	35.2
Univ. Pr. hardcover	32.6	13.8
Univ. Pr. paperback	30.6	21.9
Bibles, etc.	36.0	8.6
Mass market paperback	-14.6	13.4
Book club	5.3	0.3
Mail order	6.3	4.9
Sci-tech	17.2	9.6
College texts	27.1	10.8
School texts	15.9	5.3

OBITUARY NOTES

Nat Zecher, formerly a vice-president at Atheneum, died January 12 in Tucson, Ariz., after a long illness. He was 71.

Zecher was sales manager at Knopf from 1935 to 1942. After completing military service in WW II, he returned to Knopf in 1945, and worked there until 1959, when he left to join Atheneum Publishers founded by Alfred A. Knopf Jr., Simon Michael Bessie and Hiram Haydn.

Zecher was vice-president of sales at Atheneum until his retirement in 1983. He was also president of the Association of Book Travelers from 1961 to 1963.

THE GALLUP SURVEY

BY LEONARD WOOD

Are Books Holding Their Own?

Cable TV, videotapes, video games—with the abundance of video entertainment now available, educators, parents and publishers have been concerned about the effect on Americans' reading habits. To investigate, the Gallup Organization asked a nationally representative sample of adults which of a list of entertainment activities they had pursued the previous day.

Nine in 10 Americans (91%) reported watching TV the day before, but a nearly identical proportion (89%) read at least something. Newspapers were the most popular print format, read by more than three in four adults (78%). A slight majority (52%) read a magazine, but fewer than four in 10 (37%) read a book (Table 1).

A comparison of these results to those achieved in 1962, when the question was first asked, shows that the incidence of television watching has increased substantially (+14 percentage points), and a decrease has been observed in newspaper reading (−7 percentage points). Other types of reading, however, have grown more popular. The incidence of book reading grew 16 percentage points over those 26 years.

Respondents were also asked when they had last read an entire book. Half of adults (50%) had read a book from cover to cover sometime in the past month, and the largest segment of this proportion (28%) and done so within the past week. Remarkably, 4% of adults, or roughly seven million people, have never read a book from beginning to end (Table 3).

When adults who had read an entire book within the past year were asked to estimate the number they had read, the average was 17—more than one a month. Three in 10 people (31%) had read 1–4 books in the last 12 months, and an almost identical proportion (29%) had read 5–10 books. The largest group, however, had read 11 or more books (37%) within the year.

Women, the college educated, Midwesterners, Westerners and heavy book buyers seem to be the greatest readers. (Table 2). □

TABLE 1

Yesterday	All Adults 1962 %	All Adults 1988 %	chg. in pts %
Watch TV	77	91	+14
Read (NET)	na	89	–
Read a newspaper	85	78	-7
Read a magazine	42	52	+10
Read a book	21	37	+16
Listen to the radio	60	79	+19
Go to a movie	2	3	+1

TABLE 2

	Read a Book Yesterday %	Completely Read a Book Within the Past Month %	Average # of Books Read in the Past Year %
All Adults	37	50	17
Sex			
Male	34	45	15
Female	40	54	20
Age			
18–24 years	40	59	18
25–34 years	36	50	16
35–49 years	42	58	19
50 and older	32	41	17
Education			
College	54	64	18
High school graduate	26	44	17
Non-high school graduate	22	33	15
Annual Household Income			
$30,000 and over	45	57	18
$20,000–$29,999	37	49	15
$10,000–$19,999	31	50	18
Under $10,000	21	37	19
Women's Employment Status			
Employed	43	58	20
Not employed	34	50	20
Region			
East	36	49	14
Midwest	39	52	19
South	33	48	17
West	42	52	20
# Books Purchased in Past 3 months			
1–2	34	47	8
3–4	44	71	14
5 or more	63	82	32

TABLE 3

When, as nearly as you can recall, did you last read any kind of book all the way through—either a hardcover book or a paperback book?

	All Adults %	
Within the past week	28	
2–3 weeks ago	11	50
One month ago	11	
2–3 months ago	9	
4–5 months ago	3	25
6 months ago	6	
7 months – 1 year ago	7	
2–5 years ago	9	16
More than 5 years ago	7	
Never	4	

NOTE: Results are based on 1005 telephone interviews among a nationally representative sample of adults between October 24 and November 21, 1988.